

KA-CHING!™

SCHOOL'S PROGRAMME

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Head of School

19 September 2007

Dear Educator

KA-CHING! SCHOOL'S PROGRAMME

Thank you for requesting more information on the Ka-Ching! School's Programme. In order to address your school's EMS requirements we have developed the **Ka-Ching! School's Programme**, where in essence each learner pays a license fee to become a member of the exclusive Ka-Ching! Community. The aim of the course is to enhance your learners' practical understanding of money-management skills, entrepreneurship and life skills.

SOME BACKGROUND

Our experience has shown that young children can be introduced to the course as early as six years old and continue to fifteen:

- Children will be introduced to **entrepreneurship** and the nature of business in a simple and enjoyable manner
- Children will learn **financial awareness skills**
- Children will learn a variety of **important life-skills** that they can use at any stage in their future development to enhance learning processes – at school or thereafter

What will the '**Ka-Ching! School's Programme**' teach your learners?

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- How to plan a budget
- How to manage one's daily responsibilities
- How to earn money
- How to control one's spending
- How to run a formal meeting
- How to identify a business opportunity
- How to evaluate a business opportunity
- How to prepare a business plan
- How to present a business plan
- How to work with others
- How to run a business
- How to manage income, expenses and profit
- How to 'invest wisely' with the goal of creating one's own financial wealth and independence

The course will also highlight:

- the importance of managing one's money
- the importance of saving and investment
- the importance of giving
- the value of family support and assistance
- the importance of keeping accurate records
- the importance of planning

THE PROPOSAL

- Each class teacher receives a full training set that includes:
 - One Ka-Ching Business Parenting course – manual, workbook, operation documents, motivation documents, business cards, a pen and a Ka-Ching! cap.
 - One Ka-Ching! Teacher's Guide
 - License certificate
- In addition, each class teacher gets access to all the privileges offered to a full Ka-Ching! Member including:
 - Ka-Ching! Clubs - meet with other Ka-Ching! members in your area
 - Ka-Ching! Forums – interact with other members and our mentors about the course
 - Latest course downloads

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- The Ka-Ching! Newsletter - packed with the latest developments in Entrepreneurship education, competitions, case studies, successes and more
 - Discounts on future Ka-Ching! courses and products
 - Ka-Ching! Certificates for qualified children
- Each learner, or the school on behalf of each learner, pays a once-off amount of R120 (Plus VAT) or R136.80 (Incl. VAT). Each learner thus receives all the benefits at an affordable price.
- In addition to this, each registered learner also gets full access to all the lifetime privileges awarded to a Ka-Ching! member such as:
- Ka-Ching! Clubs - meet with other Ka-Ching! members in your area
 - Ka-Ching! Forums - chat to other members and our mentors about the course
 - Latest course downloads
 - The Ka-Ching! Newsletter - packed with the latest developments in Entrepreneurship education, competitions, case studies, successes and more
 - Discounts on future Ka-Ching! Competitions, prizes, courses and products
 - Ka-Ching! Certification

THE LICENSE AGREEMENT – in brief:

Description of terms:

Licensor is the Business Parenting Institute (BPI).

Licensee is anyone who has been awarded a license by the Licensor to use all the 'Ka-Ching Business Parenting' material. The actual license number is also the purchase code.

Purchase Code is a number awarded by the Licensor to the Licensee allowing them all the rights and privileges of being a 'Ka-Ching Member'. The Purchase Code and the License number are the same thing.

Duties of the School:

- a) Provides BPI with an electronic list of learners (Licensees) involved with the course, as well as their contact details such as email addresses, phone numbers and fax numbers.

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- b) Administers the collection of license fees based on a total of R120 (Plus VAT) or R136.80 (Incl. VAT) per learner.
- c) For teaching purposes, photocopying of material is allowed and may only be distributed to authorised paid-up licensees.

Duties of the Business Parenting Institute (BPI):

- a) Completes an onsite 'train the trainer' session
- b) Based on the list received from the school, BPI awards each learner their own license.
- c) Provides one complete training set (Teacher's Guide, Manual, Workbook, Operation Documents, Motivation Documents, Business Cards) per class teacher for a minimum of 15 pupils per class. So for example if there are 45 students registered, 3 complete sets will be provided.
- d) Based on an electronic list of your registered learners, BPI will submit an invoice for R120 (plus VAT) or R136.80 (Incl. VAT) per learner. So for example, if your school registers 45 learners, **the total cost would be R6156 Including VAT** which includes:
 - a. An on-site train the trainer session
 - b. 3 complete training kits
 - c. 48 lifetime License-for-Life Agreements
 - d. Each registered learner and teacher will get full access to the lifetime privileges awarded to a Ka-Ching! member such as:
 - o Ka-Ching! Clubs - meet with other Ka-Ching! members in your area
 - o Ka-Ching! Forums - chat to other members and our mentors about the course
 - o Latest course downloads
 - o The Ka-Ching! Newsletter - packed with the latest developments in Entrepreneurship education, competitions, case studies, successes and more
 - o Discounts on future Ka-Ching! Competitions, prizes, courses and products
 - e. Ka-Ching! Certification for each learner.

By awarding a '**lifetime license**' to each of your learners at this vastly reduced fee, we believe they will be far better equipped to face the challenges in their lives after school.

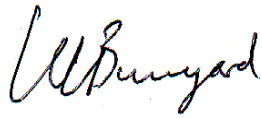
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It is important to note that the **'Ka-Ching! School's Programme'** has been especially designed to encourage interaction and involvement between parents and their children. The belief that the partnerships established will assist in bonding families and strengthening family ties by making use of a valuable resource – the business and financial experience of the parent. The added benefit of family involvement is the small size of the 'class'. We believe the school facilitator should encourage this aspect where possible.

Please contact me if you would like me to answer any of your questions?

Yours sincerely,

A handwritten signature in black ink, appearing to read 'G Bunyard', written in a cursive style.

Gregory Bunyard, CEO